

KLEW-TV COMMITMENT TO LOCALISM

Lewiston, Idaho

Local News

Although the population of Lewiston, Idaho and Clarkston, WA is only 55,000, KLEW-TV has a firm commitment to providing local television news to our region. The next nearest local TV news stations are 100 miles to the north in Spokane, WA or 250 miles to the south in Boise, ID. Local residents rely on KLEW-TV News at 5, 6, and 11 to keep themselves informed with the latest local & regional news, sports and weather. Nielsen shows that KLEW-TV News at 6 consistently garners a 35-45% share of viewing to all channels! KLEW-TV broadcasts 7.5 hours of local news per week.

KLEW-TV has also developed a website: www.klewtv.com
Local and regional news, sports and weather are updated several times daily. The website also provides local residents with the most comprehensive calendar of community events in the region.

Local Public Affairs

Each quarter, KLEW-TV conducts interviews with local community leaders to ascertain what the important community issues are. Then, each weekday morning, between 7:00 and 9:00am during the CBS Early Show, KLEW-TV airs two 5-minute public affairs programs, titled "Northwest Morning". Host Margo Aragon interviews guests about these important community issues.

Program Selection

KLEW-TV strives to select programming that meets the diverse needs and tastes of its viewing audience. Programs are constantly being screened throughout the year by the programming manager and discussed with the general manager. E-mails, letters and phone calls from the public are read and retained and used as input when making decisions on programming. KLEW-TV has pre-empted regular programming to carry special events such as football games of regional interest and the NAIA World Series of Baseball, which is held in Lewiston.

Emergency Programming

KLEW-TV is prepared to go on-the-air to inform the public if and when a disaster should strike the region. With access to satellite and radar weather images, we are able to keep viewers current with approaching weather events. We break into regular programming in such cases. KLEW-TV participates in both the EAS (Emergency Alert System) and the

AMBER Alert system. In the past 2 years, both systems have been activated on several occasions and we have broadcast these alerts.

Political Programming

KLEW-TV offers political candidates the opportunity to speak to the public in an undedited forum on our air, called “Straight Talk”. Each candidate is given time to speak in the weeks leading up to an election. These segments air on our local newscasts at 5, 6 and 11pm. On election nights, the station updates viewers with election returns, as they come in.

Station Participation in Community Activities

KLEW-TV participates in the following local events:

Food Bank Food Drives
Coats for Families Winter Coat Drive
American Cancer Society Relay for Life
American Red Cross “Save the Day” Breakfast
Share the Holiday Spirit Christmas Toy Giveaway Program.

KLEW received numerous public service awards and thank you letters during 2004.

Donations are also made by the station to:

Lewiston Chamber of Commerce
Lewiston Civic Theatre
Clarkston Chamber of Commerce
Moscow Chamber of Commerce
Holy Family School
St. Stanislaus School
Boys and Girls Clubs of the Lewis-Clark Valley
Valley Vision
Twin County United Way
Lewiston Downtown Revitalization
Idaho Senior Games
Lewis-Clark State College – Kids’ College
Lewis-Clark State College Athletics
Lionel Hampton Jazz Festival
Idaho Public Television (PBS)

KLEW-TV honors two local students each week, one athlete and one scholar. They are recognized for their efforts on-air during our newscasts and awarded a plaque. The schools of the winning student scholars receive \$100 each. At the end of the school year, we select a student of the year and the winner’s school receives \$5,000.

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